

W. E. FLUKE CO.

THE EIGHTH STREET BIG DEPARTMENT STORE AT WASHINGTON AVENUE.

Takes pleasure in notifying you that their formal opening of Autumn Fashions is scheduled for all this week, from September 22nd to the 27th, inclusive. Won't you do us the honor of attending?

Spread out for your leisurely inspection will be the newest and most novel Wearing Apparel, Furnishings, Millinery and all other Seasonable Merchandise produced this season.

You will be particularly charmed with our new and absolutely exclusive display of ladies' and misses' new Fall Fashions in Tailored Suits, Cloaks and Hats. Here you will find an assortment that has already made a deep impression on the few who have been fortunate enough to view our new Fall Fashions in advance.

Prepare yourself for a most delightful surprise, for so tasteful and graceful are our new Fall Fashions that you will marvel at their beauty. Not only are the styles more novel than last season, but the cloths and trimmings are delightfully fresher and more artistic in conception. We are the fashion center for the famous Stylecraft garments and you will note the dainty lines of these garments give additional height where most desired. Even tall figures are improved by our new models this season. Such designing! such shaping! such draping! such trimming effects! such superb tailoring even to the minutest details! Only an inspection of our beautiful garments can give you an adequate idea of their striking originality.

The inducement we hold out to our customers, besides refunding railroad fare, is better goods for less money; better quality for less profits; better values with more satisfaction.

In fact, we have pinched prices so hard for this special occasion that you can hear them scream from every article in our big store.

Come and bring as many friends with you as you can. You'll want to discuss with them the many strikingly tasteful ideas we will show you this season.

One thing certain: You can always depend on a rousing big welcome at our store, no matter how little you buy.

"REMEMBER THE PLACE"



W. E. FLUKE CO. (Inc.)

The Eighth Street Quality Store at Washington Avenue

CAIRO, ILLINOIS.

E. G. BAILEY, Manager